

SYSTEM AND METHOD FOR COORDINATING PRODUCTION AND
DISTRIBUTION OF PAPER PRODUCTS PACKAGED
WITH PROMOTIONAL MATERIALS

ABSTRACT

A method and computer system for processing a paper product. The computer system can include a product order tracker configured to receive a paper product order from a paper purchaser to purchase paper product that is produced by a paper manufacturer. The paper product can include a roll of paper or plurality of unbound stacked paper sheets. The system can further include a promotions order tracker configured to receive a promotional material order from a third-party advertiser to place promotional material on an enclosure for the paper product or in the enclosure for the paper product. The system can still further include a paper product tracker configured to provide instructions for creating the enclosure for the paper product. The enclosure can have or enclose the promotional material of the received promotional material order, and the paper product tracker can further be configured to provide instructions to enclose the paper product of the received order with the created enclosure. The paper manufacturer, the paper purchaser, and the third-party advertiser are different entities, and the third-party advertiser pays to have the promotional material placed on or enclosed by the enclosure of the paper product.

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